Ideation Phase
Empathize & Discover

Date	15 April 2025
Team ID	SWTID1743695015
Project Name	Shopez: E-Commerce Application
Maximum Marks	4 Marks

Empathy Map Canvas:

SAYS

What have we heard or can imagine her saying?

- "I just don't have the time to look through all these websites."

- "I need something nice and meaningful, but fast."

- "I wish there were fewer steps to checkout."

THINKS

What are their wants, needs, hopes, and dreams?

- "I want to make Emily's birthday special."

- "I hope I can find something stylish she'll really like."

- "This should be easier with all the tech we have these days."

DOES

What behavior have we observed or can imagine them doing?

- Quickly scans through products using filters.

- Adds promising items to the cart to compare.

- Uses saved payment and shipping details for faster checkout.

FEELS

What are their fears, frustrations, and anxieties?

- Anxious about running out of time before the birthday.

- Frustrated by slow or cluttered shopping experiences.

- Worried the gift won't arrive in time or be the wrong fit.

Says
What have we heard them say?
What can we imagine them saying?

Thinks
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

I just don't have the time to look through all these websites.

I want to make Emily's birthday special.

I need something nice and meaningful, but fast.

I wish there were fewer steps to checkout.

I hope I can find something stylish she'll really like.

This should be easier with all the tech we have these days.

Sarah

Sarah is a 30-year-old marketing professional with a packed work schedule. She values relationships and wants to give thoughtful gifts but struggles to find time for browsing and shopping online.

Quickly scans through products using filters.

Adds promising items to the cart to compare.

Frustrated by slow or cluttered shopping experiences.

Anxious about running out of time before the birthday

Uses saved payment and shipping details for faster checkout

Worried the gift won't arrive in time or be the wrong fit.

Does
What behavior have we observed?
What can we imagine them doing?

Feels
What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

👁 See an example